

Media Information

26 May 2023

## **New BMW 5 Series launches with AirConsole gaming platform.**

+++ BMW Group and AirConsole bring unique gaming experience into the vehicle +++ AirConsole App to be rolled out to further models +++ BMW i5 with special gaming look presented +++

**Munich.** The BMW Group is partnering with the gaming platform AirConsole to bring a unique kind of in-car gaming to the road in the new BMW 5 Series. It allows the driver and passengers to play so-called casual games while the vehicle is stationary as a way of passing time while waiting for the vehicle to charge, for example. In addition to the new BMW 5 Series, the AirConsole app will be successively offered in other BMW vehicles\*. Exclusively for the launch of the new BMW 5 Series, a BMW i5 with a unique gaming look designed by BMW Group Design is being presented. This livery transforms the BMW 5 Series saloon into the ultimate gaming station not only technically, but also visually.

### **Easy to use with smartphone as controller.**

For the in-car gaming experience, the players simply need their smartphone, which acts as a controller, and the BMW Curved Display. After starting the AirConsole app in the vehicle, the connection between the smartphone and the vehicle is intuitively established by scanning a QR code on the Curved Display. Then players can get straight down to playing. The AirConsole app supports multiple players simultaneously. The rear passengers can also participate in the in-car gaming fun during stops. In general, it is possible to play alone or with all vehicle occupants together or in competition mode.

With AirConsole, players can play so-called casual games. These are games that are easy to pick up and play and intuitive to control. The selection available for the market introduction of the new BMW 5 Series saloon

Company  
Bayerische  
Motoren Werke  
Aktiengesellschaft

Postal address  
BMW AG  
80788 Munich

Telephone  
+49 89-382-0

Internet  
[www.bmwgroup.com](http://www.bmwgroup.com)

\*Vehicles that can be enabled with AirConsole at a later date: BMW 7 Series, BMW iX from production 03/23; BMW X5, BMW X6, BMW X7, BMW X5 M, BMW X6 M from production 04/23; BMW XM from production 08/23. Other BMW models will follow gradually.

includes racing, sports, quiz and music quiz games as well as simulation, strategy, jump-and-run and puzzle games. The 15 or so titles available to play from the start include "Go Kart Go", "Golazo", "Music Guess" and "Overcooked". The portfolio of available games will be continually expanded.

**BMW i5 with a unique gaming look.**

To celebrate the launch of in-car gaming, the BMW Group is presenting a BMW i5 with a unique gaming wrap. Its design symbolises diving into the gaming experience down to the individual pixels. The large pixels are clearly recognisable as an homage to the now iconic 8-bit era of computer games. The colour scheme takes its inspiration from the various games available on the AirConsole platform. Elements of video game controllers wrap around the i5 and thus pick up on the unique solution for in-car gaming with AirConsole, where the smartphone becomes the controller and puts all the game-play options at the players' fingertips.

Please address any queries to:

**BMW Group Corporate Communications**

Martin Tholund, Press Spokesperson Digital Car, Electronics and Digital Vehicle Features,  
Digital Products and Services

Telephone: +49-151-601-77126

E-mail: [Martin.Tholund@bmwgroup.com](mailto:Martin.Tholund@bmwgroup.com)

Christophe Koenig, Head of BMW Group IT, Digital and Driving Experience Communications

Telephone: +49-176-601-56097

E-mail: [Christophe.Koenig@bmwgroup.com](mailto:Christophe.Koenig@bmwgroup.com)

Internet: [www.press.bmwgroup.com/global](http://www.press.bmwgroup.com/global)

E-mail: [presse@bmw.de](mailto:presse@bmw.de)

## Media Information

Date 26 May 2023

Topic Premiere of in-car gaming: New BMW 5 Series launches with AirConsole app.

Page 3

With its BMW, MINI, Rolls-Royce and BMW Motorrad brands, the BMW Group is the world's leading premium manufacturer of automobiles and motorcycles and also provides premium financial and mobility services. The BMW Group production network encompasses over 30 production locations worldwide. The company has a global sales network with agencies in over 140 countries.

In 2022, the BMW Group sold almost 2.4 million cars and more than 202,000 motorbikes worldwide. The profit before tax in the financial year 2022 was €23.5 billion on revenues amounting to €142.6 billion. On 31 December 2022, the BMW Group had a global workforce of 149,475 employees.

The success of the BMW Group has always been based on long-term thinking and responsible action. The company set the course for the future at an early stage and consistently makes sustainability and efficient resource management the focus of its strategic direction, from the supply chain through production to the end of the usage phase of all products.

[www.bmwgroup.com](http://www.bmwgroup.com)

Facebook: <http://www.facebook.com/BMWGroup>

Twitter: <http://twitter.com/BMWGroup>

YouTube: <http://www.youtube.com/BMWGroupView>

Instagram: <https://www.instagram.com/bmwgroup>

LinkedIn: <https://www.linkedin.com/company/bmw-group/>